



Marketing Services

Virginia Food & Beverage Expo

MARCH 22, 2000

RICHMOND CENTRE

RICHMOND, VIRGINIA

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**Virginia Gentleman™
Bourbon Chipotle
Hot Sauce Named Best
New Product at Virginia
Food & Beverage Expo**

And the winner is Judges have chosen Virginia Gentleman™ 90 Proof Bourbon Chipotle Hot Sauce as the best new product at the 8th annual Virginia Food and Beverage Expo, held March 22 in Richmond. The sauce is produced by Ashman Manufacturing Company of Virginia Beach, Virginia.



The Ashman sauce won out over 18 competitors. Products were evaluated on the basis of originality, taste/aroma, creative packaging, visual appeal and presentation.

The new hot sauce is produced through a licensing agreement with A. Smith Bowman Distillery of Fredericksburg. It joins the Ashman collection of more than 200 other products including sauces, marinades, dressings, mustards and drink mixes.

The Expo, presented by the Virginia Department of Agriculture and Consumer Services, showcases Virginia food and beverage products to buyers for grocery and specialty stores, restaurants, hotels and institutions as well as distributors and brokers.



Commissioner J. Carlton Courter, III (left) congratulates Tim Ashman, of Ashman Manufacturing Company, on his prize-winning sauce.

**Other entries in the new
product competition include:**

"Bite Me" Gourmet Cookies
by Vickie's Jelly Jar

Babasil Mustard
by The Original Garlic Company

Black Raspberry Jam
by Rocky Branch Farm

Chocolate Dipped Kornfe
Korn Krunch
by Kornfections

Chocolate Fettuccine
by Pasta Valente

Chocolate Toffee Pretzel
by Nancy's Homemade Fudge, Inc

Furious Yellow (Salsa)
by Fountainhead Farm

Gentleman's Ridge Straw
Butter
by Gentleman's Ridge, Inc.

Hayman Sweet Potato C
by Eastern Shore Select

Maple Bourbon Sauce and
Marinade
by Mr. Happy's Sauce Company

More-Than-Tofu
by Sunergia Soyfoods

No Brainer No Bake Che
Cake Mix
by Ivy Hills Farm

Papa Weaver's Pork Pati
by Papa Weaver's Pork, Inc.

Pina Colada Fruit Tisane
by Sharkawi Farm

Schoolhouse on the Prai
Chicken Noodle Soup
by Purely American

Snickerdoodles
by Delisherries, Ltd.